

SUNDAY, SEPTEMBER 19, 1897.—COPYRIGHT, 1897, BY W. R. HEARST.

# MACY'S.

BOTH SIDES OF FOURTEENTH STREET—SIXTH AVENUE, NEW YORK.

## 1/2 VALUE SALE.

THE GOODS ARE AS STAPLE AS GOLD—STUDY THE PRICES AT WHICH THEY ARE OFFERED.

### REMEMBER

Our prices are always subject to change to lower figures. When other houses advertise cut prices you can come right here and find ours lower.

We sell goods Cheaper than any other House.

**WHY?  
BECAUSE**

Small profits satisfy us.

**WHY?**

**BECAUSE**

We buy for cash.

We sell for cash.

WE ASK NO CREDIT.

We give no credit.

**WHY?**

**BECAUSE**

WE HAVE A CHINA FACTORY

IN LIMOGES, FRANCE, supplying us

with the highest grades of dinner, tea

and coffee services and fancy table

porcelain. France has always held the

highest place in china production.

WE ARE THE ONLY RETAIL DRY

GOODS HOUSE to bring to its cus-

tomers direct from the manufac-

turers of French art.

NO PROFIT TO THE MIDDLEMAN

**WHY?**

**BECAUSE**

WE HAVE A LABORATORY AT

750 GREENWICH ST., NEW YORK

CITY, for the manufacture of per-

fumery and toilet requisites, under the

direction of an experienced chemist.

WE ARE THE ONLY RETAIL DRY

GOODS HOUSE that has such a labo-

ratory.

NO PROFIT TO THE MIDDLEMAN

**WHY?**

**BECAUSE**

WE HAVE A POTTERY AT RU-

DOLDSTADT, THURINGIA, for the

manufacture of Figures, Busts, Vases,

Cabinet Ornaments and Artistic China

and Bric-a-Brac. Rudolstadt is the

home of pottery. There the finest clay,

the most skillful and painstaking art-

ists, and WE ARE THE ONLY RETAIL

DRY GOODS HOUSE employ-

ing them directly in the manufac-

tory of the goods we sell.

NO PROFIT TO THE MIDDLEMAN

**WHY?**

**BECAUSE**

WE HAVE A CIGAR FACTORY

AT 138 AND 140 WEST 14TH

STREET, where we make up only the

best tobacco in the best manner. Most

of the employees in this factory are ex-

pert Havana cigarmakers. We sell

their product at the lowest prices in

this country. WE ARE THE ONLY

RETAIL DRY GOODS HOUSE man-

ufacturing the Cigars it sells.

NO PROFIT TO THE MIDDLEMAN

**WHY?**

**BECAUSE**

WE HAVE PORCELAIN WORKS

IN CARLSBAD, BOHEMIA, manu-

facturing Table China of every de-

scription. WE ARE THE ONLY RETAIL

DRY GOODS HOUSE HAVING

THESE FACILITIES.

NO PROFIT TO THE MIDDLEMAN

**WHY?**

**BECAUSE**

WE HAVE A POTTERY AT RU-

DOLDSTADT, THURINGIA, for the

manufacture of Figures, Busts, Vases,

Cabinet Ornaments and Artistic China

and Bric-a-Brac. Rudolstadt is the

home of pottery. There the finest clay,

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ists, and WE ARE THE ONLY RETAIL

DRY GOODS HOUSE employ-

ing them directly in the manufac-

tory of the goods we sell.

NO PROFIT TO THE MIDDLEMAN

**WHY?**

**BECAUSE**

As we give no credit we incur NO

BAD DEBTS and do not have to cover

losses made this way, nor to earn the

expense of a special bookkeeping de-

partment for credit accounts by charg-

ing high prices for our goods.

**WHY?**

**BECAUSE**

WE HAVE A HARNES FACTORY

IN NEW YORK, where we manufac-

ture the famous Comberford harness.

WE ARE THE ONLY RETAIL DRY

GOODS HOUSE DOING THIS. We

also carry a full line of High Grade

Harness and Stable Equipments of

other makes. Our prices are from 20

to 40 per cent lower than regular de-

alers'.

NO PROFIT TO THE MIDDLEMAN

**WHY?**

**BECAUSE**

WE HAVE A LADIES' UNDER-

WEAR FACTORY IN NEW HAVEN,

CONN. We are the ONLY RETAIL

DRY GOODS HOUSE manufacturing

the Ladies' Underwear it sells.

NO PROFIT TO THE MIDDLEMAN

**WHY?**

**BECAUSE**

WE HAVE A SHIRT FACTORY IN

POUGHKEEPSIE, N. Y. WE ARE

THE ONLY RETAIL DRY GOODS

HOUSE making the Shirts it sells.

NO PROFIT TO THE MIDDLEMAN

**WHY?**

**BECAUSE**

WE HAVE A GLASSWARE FAC-

TORY IN STEINSONA, BOHE-

MIA, where table glass as well as

fancy glassware of every description

is made. Bohemian glass rivals in

beauty the exquisite creations of the

ancient glass workers. WE ARE THE

ONLY RETAIL DRY GOODS HOUSE

having these goods from their own

works.

NO PROFIT TO THE MIDDLEMAN

**WHY?**

**BECAUSE**

WE HAVE A GLASS CUTTING

AND DECORATING SHOP IN JER-

SEY CITY, the largest of the kind in

this country. WE ARE THE ONLY

RETAIL DRY GOODS HOUSE hav-

ing such facilities.

NO PROFIT TO THE MIDDLEMAN

**WHY?**

**BECAUSE**

WE HAVE A BICYCLE FACTORY

AT PATERSON, N. J. Its product is

the Webster Wheel, which has stood

the severest tests and given riders the

best satisfaction. We employ no

agents to sell it. No wheels are given

away for advertising; in short, nothing

is done to increase the cost of this

bicycle above that of its production.

It is the best bicycle that skilled labor

can produce. WE ARE THE ONLY

RETAIL DRY GOODS HOUSE man-

ufacturing its own Bicycles.

NO PROFIT TO THE MIDDLEMAN

**WHY?**

**BECAUSE**

We do not give discounts to dress-

makers, shopping agents, concimen or

any one else. Most houses give such

discounts, and this, in connection with

their credit system, compels them to

sell at much higher prices than we do.

**WHY?**

**BECAUSE**

WE HAVE A LADIES' SILK

WAIST AND SILK UNDERWEAR

FACTORY AT 138 AND 140 WEST

14TH ST., NEW YORK CITY. We

are the ONLY RETAIL DRY GOODS

HOUSE manufacturing the Silk Un-

derwear it sells.

NO PROFIT TO THE MIDDLEMAN

**WHY?**

**BECAUSE**

WE HAVE A GLASS CUTTING

AND CHINA DECORATING SHOP

on the premises, enabling us to match

up broken sets in rich cut crystal or

the finest porcelain ware. NO OTHER

HOUSE IN THE WORLD DOES

THIS.

NO PROFIT TO THE MIDDLEMAN

**WHY?**

**BECAUSE**

WE HAVE A FACTORY IN BEL-

FAST, IRELAND. This place is the

seat of the linen trade, and we are

THE ONLY RETAIL DRY GOODS

STORE HAVING ITS OWN FAC-

TORY THERE.

NO PROFIT TO THE MIDDLEMAN

### LADIES' AND CHILDREN'S SUITS, SKIRTS, CLOAKS, &c.

This department has been enlarged and is now on

second floor, Thirteenth street side.

**SPECIAL—TAILOR MADE COAT SUITS** of chevi-

ots, with cut collar and cuffs, made up in

thoroughly well made; colors navy

and black.

14.66

**DRESS SKIRTS**, heavy quality plain and

brocade, generous width, well made.

5.49

**CHILDREN'S** one-piece DRESSES, made up in

pretty prints and mixtures, with contrasting

material and bands; also 4 to 14

years.

1.49

**LADIES' JACKETS**, black boucle cloth

fly front, storm collar, satin lining.

4.24

**LADIES' CAPES**, black Kersey cloth, 23 in. long,

double box plaited back, full sweep, ap-

plique and button trimmed.

2.74

**LADIES' FUR COLLARLESS**, astrakhan

and electric seal cuffs, broad and

12 inches deep, full sweep.

4.24

(ONLY ONE TO A CUSTOMER.)

### RIBBONS.

**ALL SILK** Fancy Changeable RIBBON, in Bro-

cade and fancy Check patterns; each, 10

in wide, elsewhere 30c; a yard, our price.

.19

**ALL SILK** Changeable Taffeta RIBBON with

Plain edge, 4 1/2 in. wide, elsewhere 30c

a yard; our price.

.27

### UNTRIMMED HATS.

**CHILDREN'S** FANCY FELT HATS, in a

variety of shapes, elsewhere 50c; each,

our price.

.36

**LADIES' FELT** DRESS SHAPES, in black

and colors, in leading shapes, elsewhere 90c;

our price.

.36

### LADIES' UNDERWEAR.

**Ladies' Jersey** ribbed UNION SUITS, in

black, blue, and navy; each, our price.

.29

**Ladies' Jersey** ribbed VESTS, fleece lined,

hands to match, with French band.

.21

**Ladies' Jersey** ribbed VESTS, better qual-

ity.

.32

### GLOVES.

**500 doz. LADIES' 4-BUTTON** FRENCH KID

GLOVES, in Tan, Brown, Slate, Modes

and black, worth \$1.50 a pair.

.74

### LADIES' HOSIERY.

**500 doz. Ladies' BLACK COTTON** HOSE,

double sole and high spliced heel.

.16

**500 doz. Ladies' FINE LILE** THREAD

HOSE, fancy stripe and ribbed, worth 50c.

.24

### UMBRELLAS.

**Close-rolling** Taffeta UMBRELLA, steel rod